What is claimed is:

1. A dynamic data exchange (DDE) gateway for formatting and forwarding commands, requests, and data between separate software suites operating under disparate protocols within a communication center comprising:

a DDE application for mapping data of disparate protocols to a common set of data topics, data items, and data commands; and

a set of software controls for interface with the DDE application, the controls used to create and maintain the common set of data topics, data items, and data commands;

characterized in that an agent of the communication center operating a computerized workstation invokes a DDE-enabled scripting application containing a set of data topics, data items, and data commands, the set mappable to the common set of DDE data topics, data items, and data commands such that interaction through the scripting application enables dynamic data exchange with a CTI telephony suite having a set of data topics, data items, and data commands that are also mappable to the common set of DDE data topics, data items, and data commands.

2. The DDE gateway of claim 1 wherein the set of controls for creating and maintaining the DDE data topics, data items, and data commands are ActiveX controls.

3. The DDE gateway of claim 1 wherein the separate software suites enable CTI telephony interaction between an agent and a client over a PBX network.

4. The DDE gateway of claim 1 wherein the separate software suites enable

IP telephone interaction between an agent and a client over an IP network.

5. The DDE gateway of claim 1 wherein the separate software suites enable both IP and PBX interaction.

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6. The DDE gateway of claim 1 further comprising an application interpreter for accepting and interpreting an application served from a remote network source.

10   7. The DDE gateway of claim 6 wherein the served application is an agent scripting application.

8. The DDE gateway of claim 1 wherein the DDE-enabled scripting application is personalized to the invoking agent.

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9. The DDE gateway of claim 1 wherein the DDE-enabled scripting application is shared by a plurality of invoking agents.

10. A DDE-enabled communication and routing system for connecting
20   agents of a communication center with center clients comprising:

a DDE application for mapping data of disparate protocols to a common set of data topics, data items, and data commands;

a set of software controls for interface with the DDE application the controls used to create and maintain the common set of data topics, data
25   items, and data commands;

an agent-scripting application for interface with the DDE application; and

a telephony application for interface with the DDE application and

for making contact with and routing telephony events to appropriate agents logged into the system.

11. The DDE-enabled communication and routing system of claim 10 wherein the set of controls for creating and maintaining the DDE data topics, data items, and data commands are ActiveX controls.

12. The DDE-enabled communication and routing system of claim 10 wherein the outbound telephony application makes contact with clients over a PBX network.

13. The DDE-enabled communication and routing system of claim 10 wherein the outbound telephoning application makes contact with clients over an IP network.

14. The DDE-enabled communication and routing system of claim 10 wherein the outbound telephone application makes contact with clients over a PBX network and an IP network.

15. The DDE-enabled communication and routing system of claim 10 further comprising an application interpreter for accepting and interpreting an application served from a remote network source.

16. The DDE-enabled communication and routing system of claim 15 wherein the served application is an agent scripting application.

17. The DDE-enabled communication and routing system of claim 15 wherein the agent scripting application is personalized to the invoking

agent.

18. The DDE-enabled communication and routing system of claim 15 wherein the agent scripting application is shared by a plurality of invoking

5   agents.

19. A method for practicing dynamic data exchange between two disparate software systems within a communication center comprising the steps of:

     (a) creating a set of DDE data topics, data items, and data commands

10   that are map able to data topics, data items, and data commands of the two disparate software systems;

     (b) receiving data from one of the disparate software systems and mapping the data to the common set of data topics, data items, and data commands; and

15   (c) using the common set of data topics, data items, and data commands, mapping the received data to the set of data topics, data items, and data commands of the other disparate software system.

20. The method of claim 19 wherein in step (a) the set of DDE data topics,

20   data items, and data commands is created using ActiveX tools.

21. The method of claim 19 wherein in step (b) the data is received from an agent-scripting application.

25   22. The method of claim 19 wherein in step (b) the data is received from an outbound telephony application.

23. The method of claim 19 wherein in step (b) the data mapping is an

automated and transparent process.

24. The method of claim 19 wherein in step (c) the data mapping is an automated and transparent process.

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25. The method of claim 19 wherein in step (a) creating is performed by any third party on behalf of a target agent or agents.

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